



KNXV

ORDER

Print Date 10/23/12

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Flight Dates **10/24/12-11/06/12**

Contract / Revision **315662 /** **Vernon Parker for Congress AZ-09**

Original Date / Revision Agency Com 15%

10/23/12 10/23/12 Billing Contact

Advertiser **Parker / Republican / Congr**
Agency **Jamestown Associates**
Buying Contact
5 Mapleton Road
Suite 300
Princeton, NJ 08540

Product
5 Mapleton Road
Suite 300
Princeton, NJ 08540

Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:13:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
 Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 15% Market Value 153666

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	20%	30733
KPNX	32%	49173
KPPX	%	0
KSAZ	16%	24586
KTVK	17%	26123
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	8	\$5,100.00	\$6,000.00	0.00	10/01/12	10/28/12	8	\$5,100.00	\$6,000.00
November 2012	22	\$14,492.50	\$17,050.00	0.00	10/29/12	11/06/12	22	\$14,492.50	\$17,050.00
Totals	30	\$19,592.50	\$23,050.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
1	KNXV	10/24/12	10/26/12	M-F 7-9am M-F 7-9am	CM	7am-9am	-- WTF--	:30	2	\$350.00	P-2	0.00 NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-- WTF--	2		\$350.00		0.00					
2	KNXV	10/29/12	11/02/12	M-F 7-9am M-F 7-9am	CM	7am-9am	MTWTF--	:30	4	\$350.00	P-2	0.00 NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	MTWTF--	4		\$350.00		0.00					



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Contract / Revision **315662** Flight Dates **10/24/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/23/12/ 10/23/12

Order Sep 00:13:00

Advertiser **Parker / Republican / Cong** Product **Vernon Parker for Congress** Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
3	KNXV	11/05/12	11/06/12	M-F 7-9am M-F 7-9am	CM	7am-9am	MT-----	:30	3	\$350.00	P-2	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----					3	\$350.00		0.00			
4	KNXV	10/24/12	10/26/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	--WTF--	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--					2	\$900.00		0.00			
5	KNXV	10/29/12	11/02/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	MTWTF--	:30	3	\$900.00	P-2	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					3	\$900.00		0.00			
6	KNXV	11/05/12	11/05/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	M-----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----					1	\$900.00		0.00			
7	KNXV	10/24/12	10/26/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	--WTF--	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--					2	\$900.00		0.00			
8	KNXV	10/29/12	11/02/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	MTWTF--	:30	4	\$900.00	P-2	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					4	\$900.00		0.00			
9	KNXV	11/05/12	11/05/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	M-----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----					1	\$900.00		0.00			
10	KNXV	10/24/12	10/26/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	--WTF--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--					1	\$1,200.00		0.00			
11	KNXV	10/29/12	11/02/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	MTWTF--	:30	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					3	\$1,200.00		0.00			
12	KNXV	11/05/12	11/05/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----					1	\$1,200.00		0.00			
13	KNXV	10/28/12	10/28/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S					1	\$500.00		0.00			
14	KNXV	11/04/12	11/04/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S					1	\$500.00		0.00			
15	KNXV	11/04/12	11/04/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/04/12	11/04/12	-----S					1	\$1,200.00		0.00			



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**KNXV-TV
PHOENIX**Contract / Revision **315662** Flight Dates **10/24/12-11/06/12**Hiatus DatesOriginal Date / Revision 10/23/12/ 10/23/12Order Sep 00:13:00Advertiser **Parker / Republican / Cong** Product **Vernon Parker for Congress** Estimate #

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
15	KNXV	11/04/12	11/04/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$1,200.00		0.00						
														Totals	30 \$23,050.00
*Tax 1 Note: Tax 0.5%.															

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